[MP] eMediaManager:My Account [D]

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eMediaManagerSM Feedback

Reporting & Managing Price & Availability Planning & Buying My Account

•	Listing of completed, saved, pending (submitted but not
	accepted) and active Media Plans.

accepted), and active Media Plans. Listing of pending RFPs. Update Company Information, Buyer Information, & Buyer PW

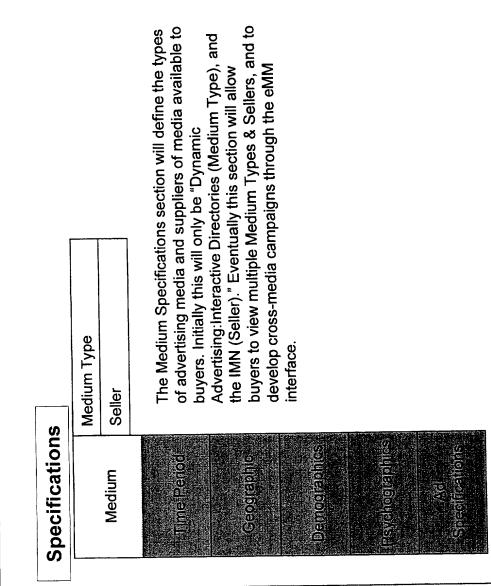
View Billing/Accounting information

[MP] eMediaManager:Price & Availability [D]

mpaign XXX)	Price & Availability	प्राम्याकायां (Mewingular) प्रदेश		S						
Media Plan Profile (Campaign XXX)	Specifications Price 8		Total Impressions	Unique Monthly Visitors	Reach	Frequency	Rating Points	Demographics Cost	CPM	Psychological incomes Applications Spical incomes Spiral in
Home Products & Services		Tell A Friend	eMediaManager ⁵ ^m Feedback		My Account Price & Availability	Planning & Buying	Reporting & Managing		FIG. 2	

[MP] eMediaManager:P&A:Medium [D]

	Specific	i i c						
Home Products & Services	Company	Tell A Friend	eMediaManager SM	Feedback	My Account	Price & Availability	Planning & Buying	Reporting & Managing



[MP] eMediaManager:P&A:Medium/Sellers:Medium Type [D]

Home

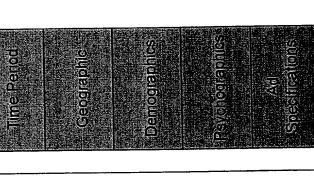
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Tell A Friend		Medium Type	
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Planning & Buying			Fitness Equipment
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			Wallscape
			Indoor Poster
		Print	Newspaper
7 714			Magazine
FIG. 4		Radio	Spot
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		ección a m	Spot Cable
		724	Network Cable
			Syndication

[MP] eMediaManager:P&A:Medium/Sellers:Sellers [D]

				Shows all sellers with available inventory for the given Medium Type.	
	SI	Medium Type	Sellers	Shows all sellers with ave Medium Type.	
	Specifications		Medium/Sellers	Time Period	Democraphics
Products & Services	Company	Tell A Friend	o Modia Managars M	Feedback My Account Price & Availability Planning & Buying	Reporting & Managing

[MP] eMediaManager:P&A:AdType:Brand [D]

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		Fe	ة [2	
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Specifications

Medium/Sellers SELLERS: Interactive Media

For IMN, these will be fixed selections initially. As we add strategic alliances that allow us to resell other owners of inventory, this will change to a user-selectable item.

The second state of the second second

[MP] eMediaManager:P&A:Time [D]

Home Products & Services Company Tell A Friend	eMediaManager SM Feedback	My Account Price & Availability	Planning & Buying Reporting & Managing

					This section will define the time parameters for the	selected medium. Time will include start/stop dates and time-of-day ("Day Part") selections. The date selections will always be available, regardless of what	mediums/brands are selected; time-of-day will only be active if the medium/brand offers that capability.		
S		Start Date	End Date	Day Part	This section will define	selected medium. Time will include starusto time-of-day ("Day Part") selections. The dat will always be available, regardless of what	mediums/brands are se active if the medium/br		
Specifications	Medium/Sellers		Time Period		T. Geographic	Bemographies		PSychographics	Adi

[MP] eMediaManager:P&A:Time(IMN) [D]

Home Products & Services Company Tell A Friend	eMediaManager SM Feedback	My Account Price & Availability	Planning & Buying Reporting & Managing
Canada and Control of the Control of	1,000,190	A replaced	

Suc	MEDIUM: Dynamic:Interactive Directory	SELLERS: Interactive Media	Start Date	End Date	Day Part	For IMN, all three variables may be selected, including multiple Start/End dates and Day Part combinations. Day Parts will be based on a 1-hour granularity; Dates will be based on a 1-day granularity and can cover from next-day to 1 year in advance.	
Specifications		Medium/Sellers		Time Period		Geographic Demographics Psychographics EAdi	

[MP] eMediaManager:P&A:Location [D]

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Specifications

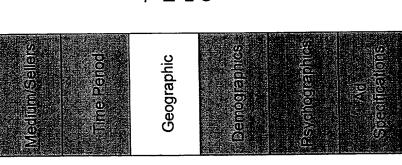
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My Account
Price & Availability

Reporting & Managing

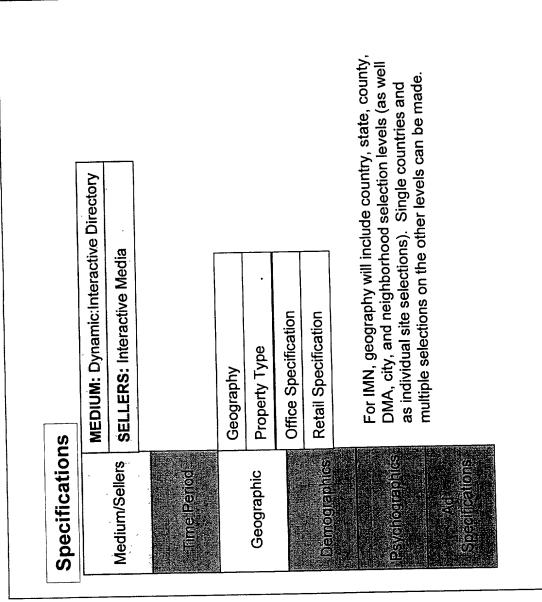
Planning & Buying

This section will define the geographic and physical location parameters for the selected medium. Most mediums will allow a geographic selection, except Online which in most cases is non-determinant.



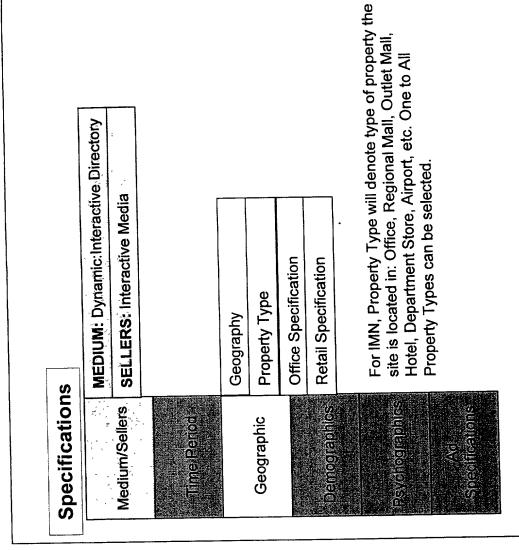
[MP] eMediaManager:P&A:Location(IMN):Geography [D]

30			Planning & Buying Reporting & Managing
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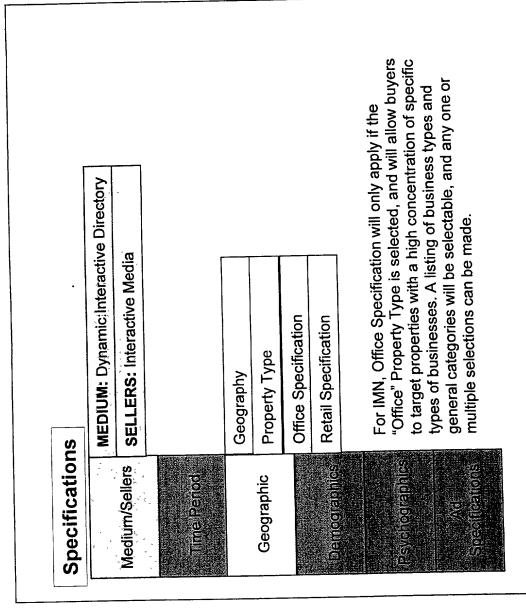
[MP] eMediaManager:P&A: Location(IMN):Property Type[D]

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[MP] eMediaManager:P&A: Location(IMN):Tenant SIC [D]

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Home Products & Services Company Tell & Friend	eMediaManager SM Feedback	My Account	Planning & Buying Reporting & Managing

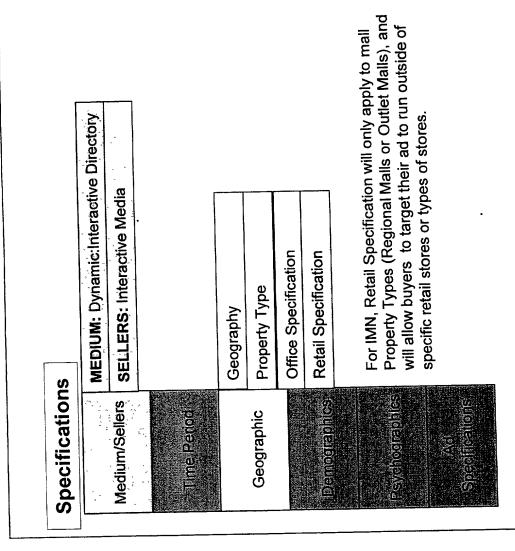


[MP] eMediaManager:P&A: Location(IMN):Store Proximity [D]

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Price & Availability
Planning & Buying
Reporting & Managing

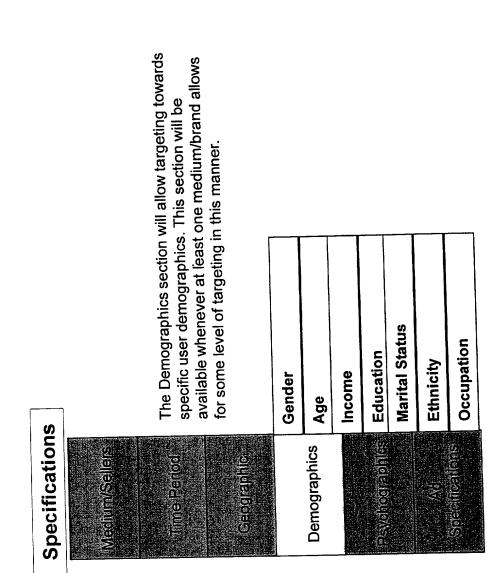
FIG. 1.



[MP] eMediaManager:P&A:User Demographics [D]

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[MP] eMediaManager:P&A:Demographics(IMN) [D]

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MEDIUM: Dynamic:Interactive Directory SELLERS: Interactive Media	For IMN, all of the Demographics selections will be available. Demographics will be determined in most Property Types by mapping known traffic patterns to US Census data for those areas. In the Office market, it will be derived by mapping SIC demographic profiles weighted against the percent of space being leased.							
MEDIUM: Dynamic:Interactive Media	9	Gender	Demographics Age	Income	Pevelogicabiles Education	Marital Status	Avii Ethnicity	Specifications Occupation

[MP] eMediaManager:P&A:User Psychographics [D]

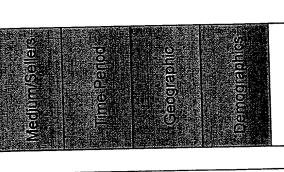
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eMediaManager^{sм} Feedback Price & Availability
Planning & Buying
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My Account

FIG. 16

Specifications

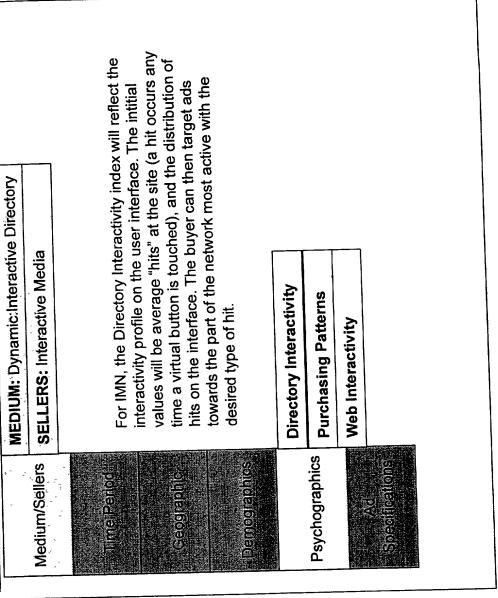


Psychographics
Avi

This section will allow the media buyer to target specific user psychographics where available. The section will only be available for selection if all medium/brands share the same psychographics indices. In general, available indices will be specific to the type of medium.

[MP] eMediaManager:P&A:Psychographics(IMN):Directory-Int. [D]

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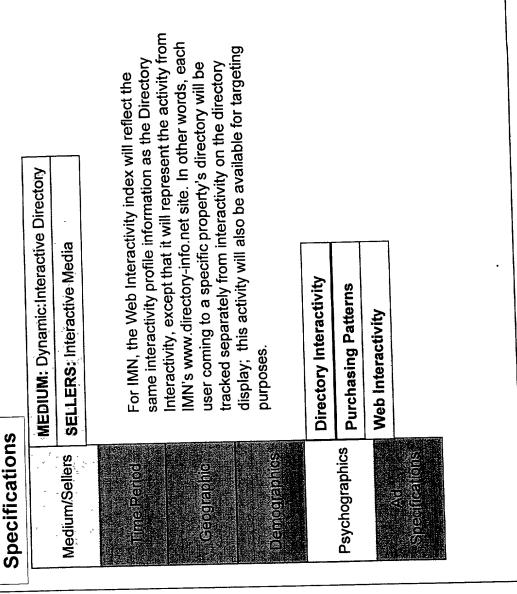


[MP] eMediaManager:P&A: Psychographics(IMN):Purchasing [D]

		e Directory				For IMN, the Purchasing index will reflect the purchase history profile on the directory network as well as the	web portal, and will allow buyers to target their ad towards that part of the network with specific buying							
	S	MEDIUM: Dynamic:Interactive Directory	SELLERS: Interactive Media	•		For IMN, the Purchasing in history profile on the direct	web portal, and will allow buyers to target their ad towards that part of the network with specific buyi	patterns.	Directory Interactivity	Purchasing Patterns	Web Interactivity			
	Specifications		Medium/Sellers	L L L L L L L L L L L L L L L L L L L		a Geographic				Psychographics		्राक्षणाव्याप्तात्रः अक्टर्गात्रस्य		
Home.	Company	Tell & Friend		eMediaManager ³¹¹¹ Feedback	My Account	Price & Availability	Reporting & Managing			FIG. 18				

[MP] eMediaManager:P&A: Psychographics(IMN):Web-Int. [D]

		Specifications	MEDIUN	Medium/Seilers SELLER		For II	same		Geographio	Uack (Salaharan Salaharan Uack Salaharan Salah
Home	Products & Services	Company	Tell A Friend	eMediaManager SM	Feedback		My Account	Price & Availability		Planning & Buying



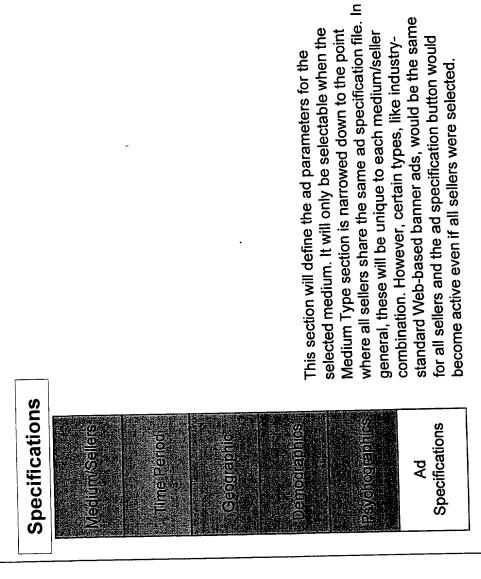
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[MP] eMediaManager:P&A:Specifications [D]

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	Products & Services
	Home

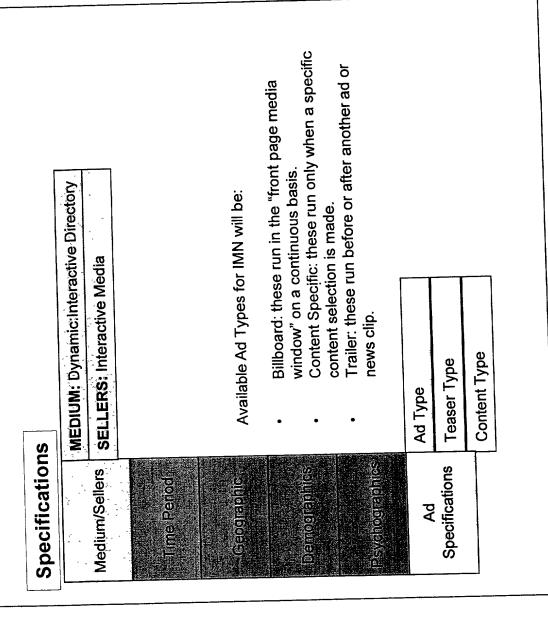
My Account
Price & Availability
Planning & Buying
Reporting & Managing

Feedback



[MP] eMediaManager:P&A:Specs(IMN):Ad Type [D]

Specifications Medium/Sellers Time Period Geographic Reporting & Managing Products & Services Planning & Buying Price & Availability eMediaManagersm Tell A Friend My Account Feedback Company Home

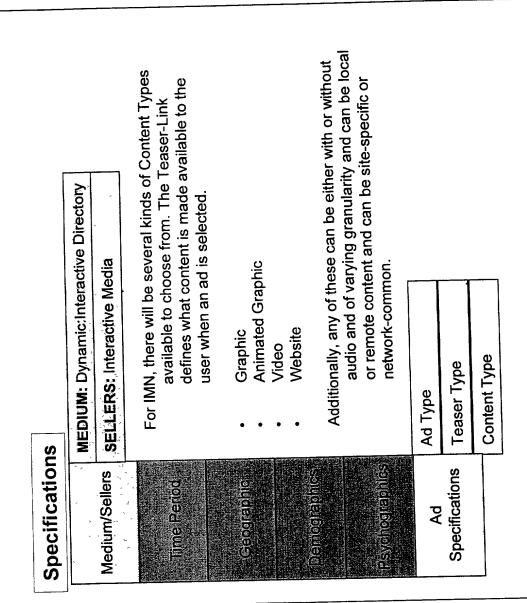


[MP] eMediaManager:P&A:Specs(IMN):Teaser Type [D]

	eractive Directorly	Media		Teacht of standard Teaser	For IMN, there will be triffee wilds of standard focus. Types available to choose from:	raphic	Additionally, any of these can be either with or without audio and of varying granularity.				
ations	MEDIUM: Dynamic:Interactive Directory	illers SELLERS: Interactive Media				Graphic Animated Graphic Video		Ad Type	tions Teaser Type	Content Type	
Specifications		Medium/Sellers	TimesRenod		Ceparalo	(Bielinobile)	FENDING	Ad	Specifications		
Home Products & Services Company	Tell A Eriend	MSTOSCHOMOLINA	Feedback	My Account	Price & Availability	Planning & Buying Reporting & Managing	FIG. 22				

[MP] eMediaManager:P&A:Specs(IMN):Teaser-Link Type [D]

			
			ing
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[MP] eMediaManager:Planning & Buying [D]

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>> Section to create new plan from scratch, make from previous plan, view

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[MP] eMediaManager:Reporting & Managing [D]

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eMediaManagerSM Feedback

Reporting & Managing Planning & Buying Price & Availability My Account

>> View all archived plans that advertiser has Read privileges on. Select any one for >> View all active plans that advertiser has Read privileges on. Select any one for Details. Run reports on individual or groups of plans. Details. Run reports on individual or groups of plans.

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>> link to xx:Feedback			

LAJ OVERVIEW [DB]

Home
Products & Services
Company
Tell A Friend

Overview
Advertising
Feedback

FIG. 27

>> Text network/medium description targeted at local advertisers. Simple step-by-step instructions.

Fig. 1. [LA] Advertising [DB]

Ad Campaign

Start Date

Hom Proc Con Tell Adv	Home Products: & Services	Company Tell A Friend	Överview Advertising	Feedback
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Stop Date	
Site Selection	Geographic zoom to local sites, or enter addresses
Ad Spot	Cyclical or On-Demand only
Teaser Content	All types available
Interactive Content	All types available

Cost

- 1) Number of times ad would run 2) Number of impressions 3) Total cost 4) CPM



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FIG. 2

>> link to xx:Feedback